



NEVADA
COMMISSION
ON TOURISM

Discover *the* Facts

FIRST QUARTER
2007 VOLUME XV

A Digest of Statistical Information on the Nevada Tourism Industry



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NEVADA
COMMISSION
ON TOURISM

Visitor Volume

The number of visitors to Nevada.

MONTH	2005	2006	PERCENT CHANGE
April	4,429,135	4,390,196	(0.9%)
May	4,480,279	4,399,452	(1.8%)
June	4,375,137	4,253,568	(2.8%)
July	4,601,579	4,483,127	(2.6%)
August	4,409,981	4,455,416	1.0%
September	4,291,788	4,336,740	1.0%
October	4,393,849	4,410,689	0.4%
November	4,068,710	4,048,113	(0.5%)
December	4,009,982	3,939,296	(1.8%)

MONTH	2006	2007	PERCENT CHANGE
January	4,255,070	4,226,079	(0.7%)
February	4,125,375	4,067,918	(1.4%)
March	4,654,224	4,755,713	2.2%
TOTAL	52,095,108	51,766,306	(0.6%)

First Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
Clark County:			
Las Vegas	9,561,367	9,629,007	0.7%
Laughlin	927,837	819,075	(11.7%)
Mesquite	393,285	420,924	7.0%
Washoe County	1,206,180	1,175,703	(2.5%)
All other counties	946,000*	1,005,001*	6.2%
TOTAL (State)	13,034,669	13,049,710	0.1%

*All other counties visitor volume counts reflect an updated methodology, using the TravelsAmerica visitor study by TNS, effective January 2006, to be updated on a quarterly basis for the remainder of calendar year 2006.

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2005	2006	PERCENT CHANGE
April	608,714	639,789	5.1%
May	737,075	512,309	(30.5%)
June	507,964	611,208	20.3%
July	423,653	458,497	8.2%
August	442,900	670,014	51.3%
September	644,018	454,044	(29.5%)
October	397,654	580,999	46.1%
November	653,449	675,955	3.4%
December	245,387	212,930	(13.2%)

MONTH	2006	2007	PERCENT CHANGE
January	817,910	851,031	4.0%
February	870,171	980,861	12.7%
March	873,525	766,204	(12.3%)
TOTAL	7,222,420	7,413,841	2.7%

First Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
Clark County:			
Las Vegas	2,201,449	2,235,351	1.5%
Laughlin	63,156	40,672	(35.6%)
Washoe County	172,765	216,123	25.1%
All other counties	124,236	105,950	(14.7%)
TOTAL (State)	2,561,606	2,598,096	1.4%

Occupancy Level

A percentage based on room nights occupied and total room nights available.

MONTH	2005	2006	NET CHANGE
April	86.9%	87.9%	1.0%
May	85.7%	85.5%	(0.2%)
June	87.6%	85.2%	(2.4%)
July	88.6%	87.2%	(1.4%)
August	85.2%	86.9%	1.7%
September	85.2%	86.7%	1.5%
October	84.5%	85.4%	0.9%
November	80.4%	80.8%	0.4%
December	76.4%	74.7%	(1.7%)

MONTH	2006	2007	NET CHANGE
January	80.1%	79.3%	(0.8%)
February	85.6%	85.2%	(0.4%)
March	88.6%	89.0%	0.4%
MONTHLY AVG.	84.5%	84.5%	—

First Quarter 2007 Area Highlights

AREA	2006	2007	NET CHANGE
Clark County:			
Las Vegas	90.3%	90.0%	(0.3%)
Laughlin	82.0%	76.2%	(5.8%)
Mesquite	83.1%	89.7%	6.6%
Lake Tahoe*	78.9%	83.4%	4.5%
Washoe County	66.1%	65.7%	(0.4%)
All other counties	56.2%	58.5%	2.3%
QUARTER AVG (State)	84.7%	84.5%	(0.2%)

The occupancy levels of Las Vegas, Laughlin, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Nights Occupied

The number of room nights occupied.

MONTH	2005	2006	PERCENT CHANGE
April	4,721,842	4,706,680	(0.3%)
May	4,815,305	4,745,687	(1.4%)
June	4,735,771	4,596,478	(2.9%)
July	4,938,136	4,851,125	(1.8%)
August	4,771,315	4,838,058	1.4%
September	4,618,169	4,671,508	1.2%
October	4,722,181	4,758,595	0.8%
November	4,343,036	4,305,884	(0.9%)
December	4,253,071	4,134,841	(2.8%)

MONTH	2006	2007	PERCENT CHANGE
January	4,428,837	4,402,231	(0.6%)
February	4,262,213	4,275,962	0.3%
March	4,900,685	4,944,238	0.9%
TOTAL	55,510,561	55,231,288	(0.5%)

First Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
Clark County:			
Las Vegas	10,721,778	10,788,653	0.6%
Laughlin	792,820	731,138	(7.8%)
Mesquite	200,705	216,638	7.9%
Lake Tahoe*	169,158	170,202	0.6%
Washoe County	1,105,096	1,067,429	(3.4%)
All other counties	602,177	648,371	7.7%
TOTAL (State)	13,591,734	13,622,431	0.2%

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Inventory

The number of hotel/motel rooms in Nevada.

MONTH	2005	2006	PERCENT CHANGE
April	181,068	178,487	(1.4%)
May	181,171	179,153	(1.1%)
June	180,224	179,856	(0.2%)
July	179,858	179,452	(0.2%)
August	180,685	179,632	(0.6%)
September	180,763	179,553	(0.7%)
October	180,357	179,665	(0.4%)
November	180,036	177,670	(1.3%)
December	179,679	178,638	(0.6%)

MONTH	2006	2007	PERCENT CHANGE
January	178,420	179,075	0.4%
February	177,783	179,328	0.9%
March	178,373	179,120	0.4%
END OF PERIOD	178,373	179,120	0.4%

First Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
Clark County:			
Las Vegas	131,762	132,943	0.9%
Laughlin	10,737	10,660	(0.7%)
Mesquite	2,682	2,683	—
Lake Tahoe*	2,382	2,350	(1.3%)
Washoe County	18,905	18,169	(3.9%)
All other counties	11,905	12,315	3.4%
END OF PERIOD (State)	178,373	179,120	0.4%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of March 31, 2007.

**References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.*

Room Tax Collections

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2005	2006	PERCENT CHANGE
April	\$1,310,701	\$1,627,597	24.2%
May	1,598,644	1,696,430	6.1%
June	1,498,341	1,722,115	14.9%
July	1,550,662	1,583,503	2.1%
August	1,369,689	1,390,641	1.5%
September	1,359,830	1,352,019	(0.6%)
October	1,334,793	1,443,353	8.1%
November	1,447,540	1,587,274	9.7%
December	1,462,815	1,642,834	12.3%

MONTH	2006	2007	PERCENT CHANGE
January	\$1,327,528	\$1,478,850	11.4%
February	1,147,611	1,166,901	1.7%
March	1,232,947	1,535,882	24.6%
TOTAL	\$16,641,101	\$18,227,400	9.5%

First Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
Clark County	\$3,354,737	\$3,814,528	13.7%
Washoe County	214,655	228,509	6.5%
Douglas County*	66,323	54,222	(18.2%)
Elko County	29,216	35,409	21.2%
Carson City	8,852	9,192	3.8%
All other counties	34,303	39,775	16.0%
Total (State)	\$3,708,085	\$4,181,634	12.8%

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2005	2006	PERCENT CHANGE
April	\$878,295,000	\$989,793,000	12.7%
May	1,033,193,000	1,126,598,000	9.0%
June	954,172,000	921,077,000	(3.5%)
July	958,483,000	1,038,761,000	8.4%
August	989,053,000	1,063,326,000	7.5%
September	1,011,894,000	984,970,000	(2.7%)
October	1,059,079,000	1,062,981,000	0.4%
November	999,644,000	1,140,738,000	14.1%
December	907,706,000	1,062,753,000	17.1%

MONTH	2006	2007	PERCENT CHANGE
January	\$1,140,819,000	\$1,117,053,000	(2.1%)
February	1,026,407,000	1,055,715,000	2.9%
March	1,063,165,000	1,054,767,000	(0.8%)
TOTAL	\$12,021,910,000	\$12,618,532,000	5.0%

First Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
Clark County:	\$2,766,352,000	\$2,759,272,000	(0.3%)
Strip	1,724,867,000	1,723,759,000	(0.1%)
Downtown	170,847,000	160,053,000	(6.3%)
Laughlin	177,562,000	174,827,000	(1.5%)
Mesquite	41,361,000	39,825,000	(3.7%)
County balance	651,715,000	660,808,000	1.4%
Washoe County	245,776,000	244,643,000	(0.5%)
Lake Tahoe*	74,742,000	74,955,000	0.3%
Elko County	68,079,000	73,889,000	8.5%
Carson Valley Area	29,630,000	28,853,000	(2.6%)
All other counties	45,812,000	45,923,000	0.2%
TOTAL (State)	\$3,230,391,000	\$3,227,535,000	(0.1%)

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Airport Volume

The number of passengers arriving and departing from Nevada's airports.

MONTH	2005	2006	PERCENT CHANGE
April	4,179,119	4,354,664	4.2%
May	4,403,670	4,385,400	(0.4%)
June	4,352,011	4,399,252	1.1%
July	4,580,194	4,619,469	0.9%
August	4,453,857	4,565,020	2.5%
September	4,155,265	4,244,733	2.2%
October	4,327,386	4,504,669	4.1%
November	4,060,555	4,283,632	5.5%
December	3,967,597	4,223,006	6.4%

MONTH	2006	2007	PERCENT CHANGE
January	3,927,406	4,098,344	4.4%
February	3,818,096	3,887,401	1.8%
March	4,566,648	4,706,935	3.1%
TOTAL	50,791,804	52,272,525	2.9%

First Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
McCarran Int. (Las Vegas)	10,869,169	11,299,491	4.0%
Reno/Tahoe Int.	1,276,244	1,270,334	(0.5%)
North Las Vegas	75,747	32,372	(57.3%)
Laughlin/Bullhead Int.	64,223	69,884	8.8%
Elko Airport	20,521	13,203	(35.7%)
Henderson Exec. Airport	6,246	7,396	18.4%
TOTAL (State)	12,312,150	12,692,680	3.1%

Passenger counts may or may not include commercial, charter, and scenic tour airline traffic as well as local passengers.

Vehicle Traffic Counts

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2005	2006	PERCENT CHANGE
April	2,068,600*	2,344,089	13.3%
May	2,133,777*	2,279,376	6.8%
June	2,179,454*	2,533,404	16.2%
July	2,947,294*	2,128,997**, ***	(27.8%)
August	2,846,506*	2,234,868**, ***	(21.5%)
September	2,479,584	2,077,872**, ***	(16.2%)
October	2,401,188	2,043,367**	(14.9%)
November	2,092,117	2,015,778**	(3.6%)
December	2,383,605	2,118,420**	(11.1%)

MONTH	2006	2007	PERCENT CHANGE
January	2,137,880	1,920,324**	(10.2%)
February	2,120,926	1,844,965**	(13.0%)
March	2,283,057	2,073,797**	(9.2%)
TOTAL	28,073,988	25,615,257	(8.8%)

First Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
I-15 at Primm/Jean	1,606,466	1,610,543	0.3%
I-15 at Mesquite	1,001,693	994,733	(0.7%)
I-80 at Verdi	1,031,620	—**	N/A
I-80 at Wells	175,162	199,533	13.9%
All other entry points	2,726,922	3,034,277	11.3%
TOTAL (State)	6,541,863	5,839,086	(10.7%)

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

*Due to road construction on Hwy 50 at South Lake Tahoe, the traffic totals for April through August 2005 do not contain any data.

**Due to road construction on Interstate 80 at Verdi, the traffic totals for July 2006 through March 2007 do not contain any data.

***Due to road construction at various other entry points, the respective traffic totals for July 2006 through September 2006 do not contain any data.

Park Usage

The number of people visiting state and nearby national parks.

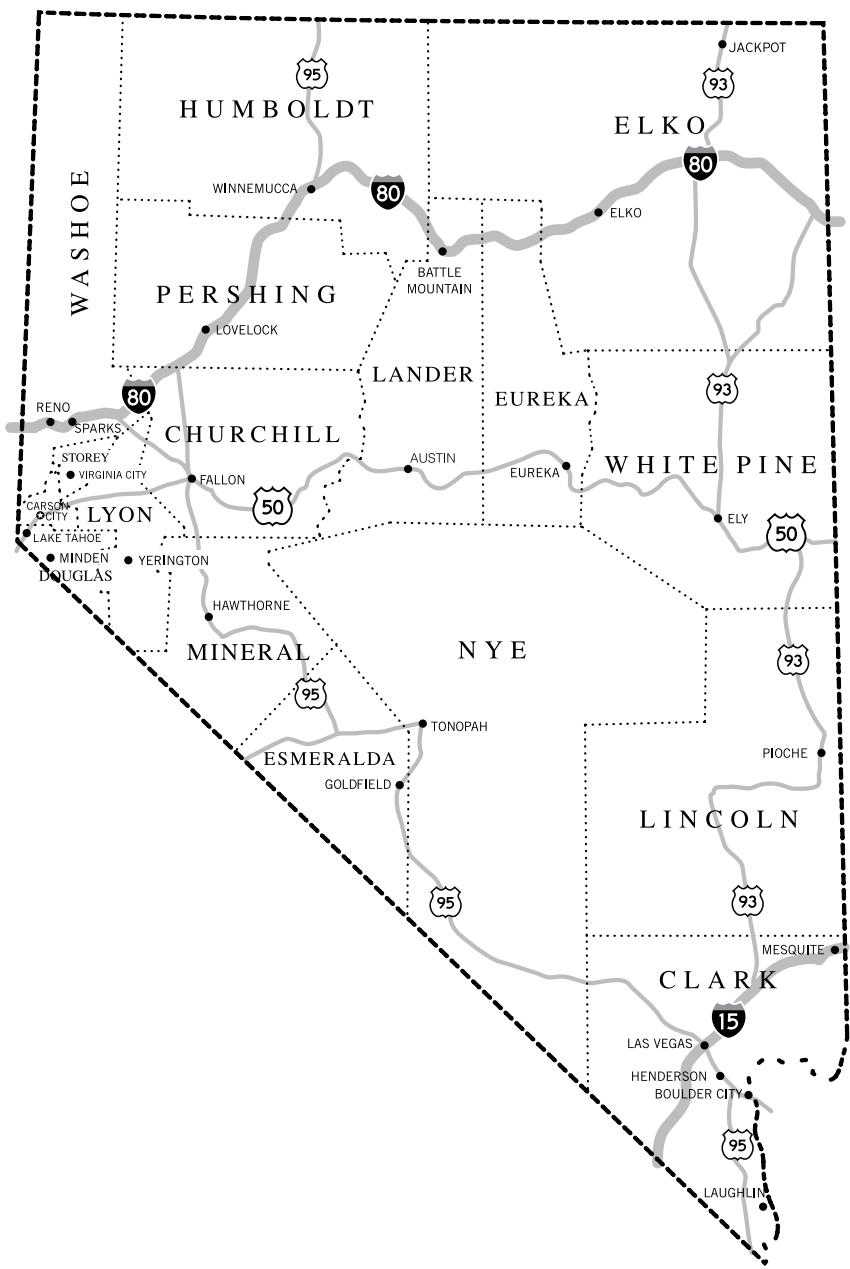
MONTH	2005	2006	PERCENT CHANGE
April	2,087,150	2,165,745	3.8%
May	2,523,846	2,537,848	0.6%
June	3,271,724	2,974,077	(9.1%)
July	3,442,049	3,481,676	1.2%
August	3,242,090	3,234,921	(0.2%)
September	2,495,570	2,484,511	(0.4%)
October	2,104,019	2,126,859	1.1%
November	1,346,542	1,359,119	0.9%
December	1,097,971	934,035	(14.9%)

MONTH	2006	2007	PERCENT CHANGE
January	1,230,723	1,062,011	(13.7%)
February	1,233,323	1,139,578	(7.6%)
March	1,640,110	1,740,229	6.1%
TOTAL	25,715,117	25,240,609	(1.8%)

First Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
Nevada State Parks	433,290	521,467	20.4%
Great Basin Nat. Park	4,596	4,582	(0.3%)
Lake Mead Nat. Rec. Area	1,667,252	1,460,966	(12.4%)
Hoover Dam Visitor Center	179,321	177,234	(1.2%)
Red Rock Canyon	207,360	224,104	8.1%
Grand Canyon Nat. Park	652,591	644,752	(1.2%)
Zion Nat. Park	291,436	322,192	10.6%
Bryce Canyon Nat. Park	135,448	118,188	(12.7%)
Death Valley Nat. Park	191,731	124,514	(35.1%)
Yosemite Nat. Park	341,131	343,819	0.8%
TOTAL (All Parks)	4,104,156	3,941,818	(4.0%)

Nevada State Map



Information Sources

Carson City Convention & Visitors Bureau

1900 South Carson St., Suite 100
Carson City, NV 89701
775-687-7410 • Fax: 775-687-7416
www.visitcarsoncity.com

Carson Valley Chamber of Commerce

1513 U.S. Hwy 395 North
Gardnerville, NV 89410
775-782-8144 • 800-727-7677
Fax: 775-782-1025 • www.carsonvalleynv.org

Elko Convention & Visitors Authority

700 Moren Way, Elko, NV 89801
775-738-4091 • 800-248-3556
Fax: 775-738-2420 • www.elkocva.com

Elko Regional Airport

975 Terminal Way, Elko, NV 89801
775-777-7190 • Fax: 775-777-7193
www.elkocity.com

Ely Bristlecone Convention Center

150 Sixth St., P.O. Box 958, Ely, NV 89301
775-289-3720 • 800-490-9350
Fax: 775-289-6757 • www.elynevada.net

Fallon Convention Center

100 Campus Way, Fallon, NV 89406
775-423-4556 • 800-874-0903
Fax: 775-423-8926 • www.fallontourism.com

Hawthorne Convention Center

932 E St., P.O. Box 2281
Hawthorne, NV 89415
775-945-5854 • Fax: 775-945-3826
www.mineralcountychamber.com

Henderson Convention Center & Visitors Bureau

200 S. Water St., Henderson, NV 89015
702-565-2171 • Fax: 702-565-2177
www.visithenderson.com

Lake Tahoe Visitors Authority

1156 Ski Run Blvd., South Lake Tahoe, CA 96150
530-544-5050 • 800-AT-TAHOE
Fax: 530-544-2386 • www.bluelaketahoe.com

Las Vegas Convention & Visitors Authority

3150 Paradise Rd., Las Vegas, NV 89109-9096
702-892-0711 • 877-847-4858
Fax: 702-892-2824
www.VisitLasVegas.com

McCarran International Airport

P.O. Box 11005, Las Vegas, NV 89111-1005
702-261-5211 • 800-261-5704
Fax: 702-597-9553 • www.mccarran.com

National Park Service

1849 C Street NW, Washington, D.C. 20240
202-208-6843 • www.nps.gov/grba

Nevada Department of Transportation

1263 S. Stewart St., Carson City, NV 89712
775-888-7000 • Fax: 775-888-7201
www.nevadadot.com

Nevada Division of State Parks

1300 S. Curry St., Carson City, NV 89703
775-687-4384 • parks.nv.gov

Nevada Department of Employment Training, and Rehabilitation

1929 N. Carson St., Carson City, NV 89703
775-684-3909 • www.detr.state.nv.us/es/es_index.htm

Nevada Gaming Control Board

1919 E. College Pkwy., Carson City, NV 89706
775-687-6500 • gaming.nv.gov

Pershing County Community Center

820 Sixth St., P.O. Box 986, Lovelock, NV 89419
775-273-7144 • 888-273-3200
Fax: 775-273-7647 • www.zplace2b.com/pccofc

Reno-Sparks Convention & Visitors Authority

4590 S. Virginia St., Reno, NV 89504
775-827-RENO • 800-FOR-RENO
Fax: 775-827-7746 • www.visitrenotahoe.com

Reno/Tahoe International Airport

2006 E. Plumb Lane, Reno, NV 89502
P.O. Box 12490, Reno, NV 89510
775-328-6400 • Fax: 775-328-6510
www.renoairport.com

Tahoe-Douglas Chamber of Commerce

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139
Stateline, NV 89449
775-588-4591 • Fax: 775-588-4598
tahoe.tahoechamber.org

Tonopah Convention Center

301 Brougher Ave., P.O. Box 408
Tonopah, NV 89049
775-482-3558 • Fax: 775-482-3932
www.tonopahnevada.com

Wendover Area Chamber of Commerce & Tourism

735 Wendover Blvd., P.O. Box 2468
Wendover, NV 89883
775-664-3414 • 800-426-6862
Fax: 775-664-3414 • www.westwendovercity.com

Winnemucca Convention & Visitors Bureau

50 W. Winnemucca Blvd., Winnemucca, NV 89445
775-623-5071 • 800-962-2638
Fax: 775-623-5087 • www.winnemucca.org

